



Request for Qualifications

Chollas Triangle

Crossroads Redevelopment Project Area

The City of San Diego Redevelopment Agency is seeking qualified developers for an approximately 36-acre site in San Diego's Crossroads Redevelopment Project Area.

Submittal Deadline:
September 18, 2006



City of San Diego Redevelopment Agency
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Attachment B— Numbered Site Map

Attachment C—Property Owner Spreadsheet

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Attachment L—Chollas Parkway Market Summary – Keyser Marston
Associates

INTRODUCTION

The City of San Diego Redevelopment Agency (Agency) is seeking a qualified development team to design a mixed-use development utilizing the majority of the area identified as the Chollas Triangle Site (Site) in the Site Map (Attachment A). Chollas Triangle Site is located within the Crossroads Redevelopment Project Area, a redevelopment area in the Southeastern area of San Diego. Specifically, the Site is bound by the north side of University Avenue to the North, Chollas Parkway to the South/East and 54th Street to the West. Some properties on the north side of University have been included in this request and therefore comprise the Site. The Agency encourages proposals to address the majority of parcels within the Site, including those north and south of University. Additionally, the Agency reserves the right to separate the development site into independent but related development sites.

The City of San Diego Redevelopment Agency was created to alleviate conditions of blight in the older urban communities. The Redevelopment Agency is able to use special legal and financial mechanisms to eliminate blight and improve economic and physical conditions in designated areas of the City.

The Request for Qualifications (RFQ) seeks to identify a qualified development team to develop a project with the following scope:

- Location:** "Chollas Triangle Site"—North & South Side of University at 54th Street to the West, Chollas Parkway to the South/East.
- Site Area:** Approximately 36 gross acres inclusive of 3 acres of Chollas Creek area and 14 acres of public right of way
- Proposed Use:** Mixed-Use Development
- Affordable Housing:** A minimum of 15% Affordable Housing provided on-site



Subject Site

BACKGROUND

The City of San Diego's 1,031-acre Crossroads Redevelopment Project Area and Redevelopment Plan were established by the City Council on May 6, 2003 (Ordinance No.19174). The area either connects with or is in close proximity to the Redevelopment Agency's existing City Heights, College Grove, and College Area Redevelopment Project Areas, as well as the redevelopment project areas of the City of Lemon Grove and La Mesa. The Project Area also enjoys close association with San Diego State University, College Grove Shopping Center and the Joan Kroc

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Center, a 12-acre family support, education, recreation, and cultural arts facility.

The goals of the Redevelopment Plan include revitalization of the properties along El Cajon Boulevard, University Avenue, Streamview Drive, and College Avenue, as well as the residential neighborhoods of Chollas Creek and Fox Canyon. The purpose of the Redevelopment Plan is to eliminate and prevent the spread of blight and deterioration, and redevelop the Project Area in accordance with the General Plan and applicable community plan, and local codes and ordinances.

The Redevelopment Plan's primary focus is economic growth, infrastructure improvement, expansion of employment and recreational opportunities, preservation and expansion of housing stock, retention and expansion of existing neighborhood supporting businesses within the Project Area.

Redevelopment Incentives

- Fee reductions
- Permitting assistance
- Off-site improvements
- Housing programs
- Facade rebates
- Special public/private financing opportunities
- Minimized/streamlined environmental review and processing
- Site assembly

Development Objectives

- Enhance economic growth
- Improve the flow of traffic
- Expand employment opportunities
- Improve public infrastructure
- Undertake other public improvements
- Expand recreational opportunities
- Preserve existing housing stock
- Create an attractive and pleasant environment
- Retain and expand existing neighborhood supporting businesses

AREA OVERVIEW

The San Diego Area

San Diego is the eighth largest city in the United States with a population exceeding 1.25 million and is projected to grow to 1.69 million by 2020, with 3.85 million in the entire county. Weather is one of the main attractions of San Diego, as the daytime temperature averages 70 degrees and the annual rainfall is less than ten inches.

Crossroads Redevelopment Project Area

Crossroads is one of the Agency's most recently adopted project areas. Since its adoption, Crossroads has enjoyed a successful collaboration with the various community planning groups including the Crossroads Redevelopment Project Area Committee (PAC) created for the purpose of advising the Agency. The Redevelopment Agency's eminent domain authority within the project area excludes single-family use/zoned parcels.

The establishment of the Crossroads Redevelopment Project Area affords the community and Redevelopment Agency certain resources to improve the existing economic and physical conditions and implement the adopted community plans (College Area and Mid-City Communities). In addition to the traditional Redevelopment tools, projects within the Crossroads Redevelopment Project Area will be implemented through other economic development tools and resources, including business improvement districts, facade improvement programs, first time home buyers assistance and more.

Crossroads H.E.L.P.

The City of San Diego Redevelopment Agency and the San Diego Housing Commission market and administer the Crossroads Housing Enhancement Loan Program (H.E.L.P) for low-to-moderate income households that are owner occupied for one- and two-unit properties within the Crossroads Redevelopment Project Area. Loan assistance is available to offset the cost of qualified health and safety improvements. Loans may be used to eliminate any potential housing safety violations and on general property improvements such as: roofs, gutters, downspouts, furnaces, hot water heaters, electrical, plumbing, exterior painting, exterior waterproofing, plaster repairs, and carpentry repairs.



CentrePoint

CROSSROADS DEVELOPMENT PROJECTS

CentrePoint

On April 4, 2006 the Agency approved a Disposition and Development Agreement (DDA) with CentrePoint LLC. to create a \$110 million, pedestrian-oriented mixed-use project located along the 6300 block of El Cajon Boulevard at 63rd street to the west. The CentrePoint project will offer 312 residential units, consisting of 97 townhouses, 204 residential flats and 11 live/work units. Forty-seven affordable units will be provided on -site and will remain affordable in perpetuity. The project will also include 4,000 square feet of retail space, 610 off-street parking spaces, and open space and recreational facilities.

Parc@54

One block north of the Chollas Triangle Site, KB Home is constructing Parc@54, 90-unit development. Parc@54 will include

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2-3 bedroom units, with 2.5 baths. The unit square footage featured in the development will range from 1,077 square feet to 1,625 square feet.

Mesa Commons I & II

Mesa Commons I & II are located at 6400 El Cajon Blvd. Mesa Commons I is a 52 dwelling unit development on a 2.12-acre site. The development will offer 47 for sale units consisting of 16 rowhomes and 31 flats. There will also be 5 rentals and 2,388 square feet of retail. Mesa Commons II will be constructed on a 1.96-acre site and will offer 26 row homes and 7 detached homes.

SITE DESCRIPTION

The Chollas Triangle Site is approximately 36-acre site generally bound by the north side of University Avenue to the North, Chollas Parkway on the South/East and 54th Avenue on the West. Property ownership information can be viewed on Numbered Site Map (Attachment B) and the corresponding Property Owners Spreadsheet (Attachment C). Currently the site contains various uses including commercial, institutional, utility, and three (3) single family residences. The majority of the Site is zoned CC-5-3 (Commercial Community Zone) and IL-1-2 (Industrial Light Zone). Generally, the northern parcels within the Site are zoned CC-5-3 while the southern parcels are zoned IL-1-2. Chollas Parkway is owned by the City of San Diego and may be vacated and conveyed to facilitate development at the site.

SANDAG & Smart Growth

On July 23, 2004 San Diego Association of Governments (SANDAG) Board of Directors adopted the Regional Comprehensive Plan (RCP) for the San Diego region. The RCP provides an overall vision and policy framework for better connecting transportation and land use within the region. A key initiative for implementing the RCP is the development of a smart growth concept map. The smart growth concept map identifies specific locations where smart growth development exists, is planned, or has the potential to exist in the future. The draft smart growth map indicates 54th Street and University Avenue, the Chollas Triangle site, as an Existing/Planned Community Center. An Existing/Planned Community Center designation indicates the area contains existing smart growth development or allows planned smart growth in accordance with RCP land use targets. The Existing/Planned areas will likely be eligible for planning and infrastructure grants from the TransNet funded Smart Growth Incentive Program and furthermore will be given priority for transit improvements. Additionally the draft smart growth concept map indicates a potential high frequency corridor transit service along University Avenue at the Chollas Triangle site. The Draft San Diego Region Smart Growth Map can be viewed at www.sandag.org.

Chollas Creek Enhancement Program

The Chollas Creek Enhancement Program was adopted in 2002 and incorporates the community's vision for the creek and adjacent areas. Some elements incorporated into the enhancement program include maintaining the natural areas, promoting cohesive new development that integrates buildings, open space, and the creek into successful and usable areas for the community and restoring channeled creeks in urbanized areas to more natural safe conditions.

The Oak Park branch of Chollas Triangle is located at the southern portion of the Chollas Triangle site. Any proposed project would need to display conformance with the Chollas Creek Enhancement Plan. A copy of the Chollas Creek Enhancement Plan can be found in the developer's package.

CITY-OWNED PROPERTIES

Three Acre Site Adjacent to Chollas Creek

The City owns a three (3) acre designated open space site south of Chollas Parkway. The parcel is adjacent to Chollas Creek and is included in the site. Due to its close proximity to the Chollas Creek, it may not be suitable for development but could be contributed to an open space requirement.

Chollas Parkway

Chollas Parkway is a through street serving traffic going east and west between University Avenue and 54th Street. Chollas Parkway is approximately 14-acres of land owned by the City of San Diego. The Mid-City Communities Plan (Eastern Area) discusses the closure of Chollas Parkway and re-routing of traffic in the area. The Chollas Parkway property is included in this solicitation for incorporation into a development proposal.

MAJOR CURRENT OCCUPANTS

Teen Challenge

Teen Challenge is a faith-based residential drug and alcohol treatment center located within the Chollas Triangle site at 5450 Lea Street. In addition to the drug and alcohol treatment programs at Teen Challenge, the facility also houses an after-school learning center. The after-school learning center is staffed by Teen Challenge and contains computers and work space for local students. The facility Teen Challenge currently occupies is a former medical office building remodeled last year. The facility consists of recovery beds, staff housing units and the 700 square foot after school learning center. Due to an increasing need for the services Teen Challenge provides, a larger more efficiently planned facility would benefit their program. Agency staff recognizes the community's desire to keep Teen Challenge within

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the project area and requests submittals to address the on-site incorporation of Teen Challenge or the relocation of their facility within the Crossroads Redevelopment Project Area.

Sears

Sears is the current occupant of the largest parcel within the Chollas Triangle site. The Sears building actually occupies two parcels within the Chollas Triangle site comprising over a total of 10 acres. Sears leases the 100,000 square foot building at 5405 University Avenue and has indicated a desire to remain within the site. Sears is also willing to be incorporated into a mixed-use development.

SDG&E

SDG&E occupies an approximately 3/4 acre parcel within the Chollas Triangle site. This parcel houses the Streamview Substation, an electrical conversion station. SDG&E stated that the relocation of a substation the size of Steamview Substation may be very costly. Relocation costs can be determined by a study preformed by SDG&E at the requestor's expense.

SCOPE OF DESIRED DEVELOPMENT

The Agency seeks to identify a development team to construct a project with the following characteristics:

- Residential uses including market rate and affordable housing units
- Neighborhood serving retail uses, such as food store(s), drug store(s) and sit down restaurants
- Neighborhood serving commercial/office/employment uses
- Incorporation of Park Space/Green Space
- Pedestrian-Oriented Development
- Transit Oriented Development

Development Proposals should be consistent with the Mid-Cities Communities Plan and include concepts described within the plan including but not limited to:

- Restore and enhance the appearance and function of existing commercial development
- Maintain and strengthen the pedestrian orientation of commercial areas.

- Foster a safer and more interactive community through the controlled mingling of uses, including commercial, residential, and employment.
- Adherence to the principles of crime prevention through environmental design

AGENCY PARTICIPATION

Land Assemblage

The Agency does not own any property within the footprint of this solicitation, but has the ability to assist with assembling and disposing of land for redevelopment purposes. Assistance may include the purchase of real property, leasehold interests, relocation, and goodwill assistance. This assistance must be approved by formal action by the Agency board at a noticed public hearing.

Gap Financing

The Agency has the ability to provide financial assistance to the project to fill a justified economic gap in a development. This financing typically fills the void between the total cost of the project and the total amount of revenue generated by the project in order to achieve a reasonable return on investment.

Affordable Housing Assistance

California Redevelopment Law requires the Agency to set-aside a minimum of 20% tax increment to be used toward the development of affordable housing units. California Redevelopment Law further states that 15% of the units developed in the project area must be affordable. The Agency has the ability to provide financial assistance to subsidize affordable housing units.

Public Improvements

The Agency may consider installing off-site improvements as a public improvement in support of private investment if necessary to achieve a financially feasible, high-quality mixed-use development. These improvements may include 10' to 15' sidewalks on University Avenue, landscaped medians, traffic signals, relocation of sewer and water infrastructure, and other improvements.

Polanco Act

The Polanco Redevelopment Act (AB 3193, Chapter 1113, Statutes of 1990, Polanco), part of the Community Redevelopment Act, was

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enacted to assist redevelopment agencies in responding to brownfield properties in their redevelopment areas. It prescribes processes for redevelopment agencies to follow when cleaning up a hazardous substance release in a redevelopment project area. It also provides immunity from liability for redevelopment agencies and subsequent property purchasers for sites cleaned up under a cleanup plan approved by the Department of Toxic Substances Control (DTSC) or a Regional Board. The Polanco Redevelopment Act has become a widely used tool by redevelopment agencies to guide and pursue redevelopment of brownfields.

SPECIAL SITE CONSIDERATIONS

The Agency prepared and certified a Program Environmental Impact Report, which addressed the potential environmental impacts that would result from the implementation of the Crossroads Redevelopment Plan, including development of the area pursuant to the Mid-City Communities Plan. There are no known environmental issues of concern in the Chollas Triangle area with the exception of isolated, but potentially significant, soil contamination and creek restoration issues. The selected developer(s) will be responsible for securing compliance with the California Environmental Quality Act of 1970 at their sole expense. Appropriate application for environmental review of the proposed improvements must be made by the successful developer(s) upon selection.

QUALIFICATION REQUIREMENTS

A complete response to this RFQ will help the Agency identify the most qualified development team. Any development team selected to participate with the Agency will need to meet all applicable City, Agency, local, state, and federal requirements. Also, any selected development team will work primarily with Agency staff, however, approval authority rests with the Redevelopment Agency.

SELECTION CRITERIA

Agency staff intends to select and recommend a developer/development team to the Agency after completing the RFQ and subsequent Request for Proposals (RFP) process. The RFQ process will result in Agency staff shortlist of respondents. Those respondents selected by Agency staff will be offered the opportunity to respond to the RFP. Agency staff intends to recommend a development team to the Agency for exclusive negotiations based on the following criteria: proposal and developer characteristics; financial resources and project financing; project planning /design/construction; and other pertinent factors. The following is a guide to the criteria that will be used to evaluate developers and their development teams and proposals:

Proposal and Developer Characteristics

1. Quality of information submitted in response to the RFQ.
2. Degree of site ownership and/or property owner participation.
3. Evaluation of past projects and performance.
4. Experience in developing projects in a redevelopment area and/or development projects under public/private partnership.
5. Demonstrated commitment to comply with the City of San Diego Equal Opportunity Program.

Financial Resources and Project Financing

1. Demonstrated ability to secure project funding, including current relationships with major lenders and past funding experience with similar projects.
2. Ability to provide sufficient equity to satisfy conventional lender requirements and assure timely implementation and completion of the project.
3. Experience in providing effective marketing, leasing, and property management of rental properties, if appropriate.

Project Planning/Design/Construction

1. Demonstrated expertise in the areas of planning, design, and construction of urban redevelopment and in-fill projects.
2. Demonstration of architectural and urban design experience on projects similar in quality and scale to the desired development.
3. Demonstration of familiarity with the physical and environmental characteristics of the Eastern Area, Crossroads Redevelopment Project Area, the Chollas Triangle site, and other surrounding developments.
4. Reasonableness of proposed development concept and experience developing/ implementing similar projects.

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PROPOSED SCHEDULE FOR DEVELOPER SELECTION

Agency staff will review all responses to the RFQ. Staff may seek additional information from respondents, conduct site visits, and check references as appropriate. The solicitation, receipt and evaluation of respondent's qualifications and proposals, and the process of selecting a developer/proposal is anticipated to observe the following time frame:

Issuance of RFQ	August 1, 2006
Pre-Submittal Conference	August 17, 2006
Responses to RFQ due to Agency Staff	September 18, 2006
Issuance of RFP	October 9, 2006
Responses to the RFP due to Agency Staff	January 16, 2007
Evaluation Committee Review/Interviews	February 2007
Presentation to Project Area Committee	February 2007
Agency Board Selection of Development Team	March 2007

The developer/development team(s) selected by Agency staff as a result of this RFQ, will be invited to participate in the Request for Proposals (RFP) for the Chollas Triangle site. The RFP will request participants to submit a detailed description of the proposed redevelopment of the Chollas Triangle Site. Agency staff expects to make the RFP available on October 9, 2006 following the selection of qualified developers/development team(s) from the RFQ process. Following the RFP process, An evaluation committee will make a recommendation to the Agency board as to which developer/development team, if any, to enter into an Exclusive Negotiating Agreement (ENA) for the development of the Chollas Triangle Site. It is anticipated that the ENA would provide a 270-day exclusive negotiation period within which to prepare a DDA (Disposition and Development Agreement).

The ENA would require a developer deposit by the selected developer. The developer deposit will be used by the Agency to pay certain administrative costs and expenses including but

not limited to, financial analysis, special legal counsel, Redevelopment Division and City Attorney costs, and other special consultant services as incurred by the Agency.

SUBMITTAL REQUIREMENTS

Responses to this RFQ must include the following information in a brief and concise format. Only information requested shall be submitted. The Agency reserves the right to request additional information during the evaluation of the responses and to reject any or all proposals. The cost to prepare the development proposal shall be the sole responsibility of the applicant.

1. Developer and Development Team Members Description

Identify the developer and other team members or consultants who will be responsible for implementing the proposed project (name of individual, firm address and telephone number). Provide a very concise narrative describing the role of each development team firm, their responsibilities in the implementation of the project, the firm's principal and project manager to be assigned to the project, and any relevant background experience. Provide resumes of all development team members. Each team member should include three professional references (e.g., lenders, investors, major accounts), with full names, relations to the team member, address and telephone number. Identify any development team experience in developing projects in a redevelopment area and/or development projects under a public/private partnership. A description of the experience the team/team members have working with the community including Business Improvement Districts (BID), Community Planning Groups, Project Area Committees (PAC), and Neighborhood Councils is also desired.

2. Statement of Qualifications

A completed "Developer's Statement of Qualifications & Financial Summary" (Attachment D) must be submitted to the Agency.

3. Developer and Development Team Members Experience

Include a listing of completed projects comparable to the desired project that have been completed by the developer, including identification and a brief description of each project, street address, completed value, sales prices, sources of financing (with contact references), construction/completion time frames and dates, identification and role of the developer in the project, and references related to the project. Photographs of projects must be included.

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4. Project Financing

A description of current and former relations with lending institutions or other funding sources and other information documenting the financial strength and financial qualifications of the proposed developer and financing partners. A Dun & Bradstreet Business Information report must be included with submittal and can be obtained at www.dnb.com.

5. Proposed Development Concept

Describe in a narrative format the envisioned development concept in terms of approach, phasing, major land uses, and key design features. Include, as appropriate, examples of comparable developments.

6. Equal Opportunity Strategy

The Agency is strongly committed to equal opportunity in the solicitation of business contracting to assure that persons or businesses doing business with or receiving funds from the Agency are an equal opportunity business and employer. Included in this solicitation are the Equal Opportunity Contracting Requirements (Attachment E) and the Equal Opportunity Agreement (Attachment J), both of which must be included in all submittals. Additionally, the Agency and staff strongly recommend that persons and businesses doing business with the Agency take positive steps toward diversity and expand their subconsulting and subcontracting solicitation base and offer opportunities to all eligible persons or businesses.

Format

Responses must be organized and tabbed 1-6, consistent with the submittal requirements outlined above. A section should also be reserved for submittal of the Certification of a Drug Free Workplace and Compliance with American's with Disabilities Act (Attachments G & I). Packages must consist of 8 ½ -inch by 11 inch sheets and 11-inch by 17-inch foldouts as necessary. The response must be composed of **5** copies and **1** unbound original, suitable for reproduction (suitable for reproduction means all sheets are 8 ½ -inch by 11-inches with no binding, staples, or foldouts and can be readily reproduced in a standard copy machine). The package must be delivered to the Redevelopment Agency offices no later than 4:30 p.m. on **September 18, 2006**.

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DEVELOPER'S SUBMITTAL PACKAGE

Interested and qualified developers are encouraged to acquire a Developer's Submittal Package, which includes the following documents and materials:

Crossroads Redevelopment Plan

Crossroads Five Year Implementation Plan

Mid-City Communities Plan

Chollas Creek Enhancement Plan

The Developer's Submittal Package may be downloaded from the Crossroads website: <http://www.sandiego.gov/redevelopment-agency/crossroads.shtml> or can be purchased for \$70.00 from the Redevelopment Agency's offices at 600 B. Street, Suite 400, San Diego, CA 92101, Monday-Friday, between the hours of 8:00 a.m. and 5:00 p.m. or may be mailed to interested parties upon receipt of a check made payable to the City Treasurer.

CONFLICTS OF INTEREST

Please note that California State law makes it illegal for public officials or their employees to participate in the making of a contract in which they are financially interested. The law defines the making of a contract as including responses to Requests for Qualifications. The law further defines a public official very broadly to include members of advisory boards who are not actual parties to the contract. Prospective respondents who are aware of circumstances that could create a conflict of interest if a qualifications and proposal package were submitted are urged to contact the Agency immediately.

INTERESTED PARTIES SHOULD DIRECT INQUIRIES AND SUBMIT QUALIFICATIONS TO:

Tracy Reed
Crossroads Redevelopment Project Manager
600 B. Street Suite 400 MS 904
San Diego, CA 92109
(619) 533-7519
treed@sandiego.gov

or

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Melissa Garcia
Crossroads Redevelopment Assistant Project Manager
600 B. Street Suite 400 MS 904
San Diego, CA 92109
(619) 533-5265
magarcia@sandiego.gov

OTHER TERMS AND CONDITIONS

1. The Agency reserves the right to amend this Request for Qualifications by addendum prior to the final due date of the submittals.
2. The Agency reserves the right to modify aspects of the selection process and to waive any defects of form or content in responses.
3. The Agency reserves the right to accept or reject any and all responses received as a result of this RFQ, and to cancel in part or entirely the RFQ. If all responses are rejected, the Agency may seek further proposals at a later time.
4. All reports, responses, or other data or materials, which are submitted, shall become the sole property of the Agency and a matter of public record. However, to the extent permitted by law, all submittals will not be made public or considered a public record until after the Redevelopment Agency Board takes action to enter into an agreement with the selected developer/team.

However, statements of financial capacity will be returned to all respondents, except for the selected respondent(s) after award. Respondents must identify all copyrighted material, trade secrets, or other proprietary information that they claim are exempt from disclosure under the California Public Records Act (California Government Code section 6250 et. seq.). In the event a respondent claims such an exemption, the following statement must be included in the response:

“The respondent shall indemnify the Agency and hold it harmless from any claim, damage, loss, liability cost or expense and defend any action brought against the Agency for Agency’s refusal to disclose materials marked “confidential”, trade secrets or other proprietary information to any person making a request therefore.”

Failure to include such a statement shall constitute a waiver of the respondent’s right to exemption from disclosure authority for the Agency to provide a copy of the submittals or any part thereof to the requester.

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5. All projects used or developed in the execution of any contract resulting from this RFQ shall remain in the public domain at the completion of this project.
6. This RFQ is not, and shall not be construed as an offer, but is merely a request for qualifications.
7. There is no obligation to enter into any binding legal document until final approval by the Redevelopment Agency Board is received.
8. The firm selected will be required to provide evidence of public liability and property damage insurance with limits of not less than \$5 million dollars for injury to, or death of, persons and/or property damage arising out of a single accident or occurrence, insuring against all liability the City of San Diego, Redevelopment Agency of the City of San Diego, their agents, officers, and employees, arising out of, or in connection with, the performance of work under the contract with the Agency. In addition, the firm selected will be required to provide evidence of automobile insurance and Workers' Compensation Insurance. The insurance shall be provided at the sole cost and expense of the firm selected, unless the requirement is modified or waived by the Agency.

SUBMITTAL DEADLINE: September 18, 2006